



To Red River Tourism Board  
From Your Holiday Alley Volunteer Team  
Shirley Muir, 204.771 78523  
Re: Holiday Alley Update  
Monday, October 12, 2020

**INTRO:**

Homes for the Holidays not only created five Christmas tours in the last six years, it also paid all its bills; donated \$150,000 to housing related project in our community and created the Homes for All Fund at the Selkirk & District Community Foundation that has \$60,000 in it to date.

And it gave birth to Holiday Alley 2020 which enters its 4<sup>th</sup> year celebrating “art, light, sound, creativity and culture.”

COVID19 has changed things a great deal, but not our community spirit. After months of planning, hoping and praying that both Homes for the Holidays and Holiday Alley would return this year, we have had to pivot.

It was decided in August that we could not launch Homes for the Holidays, as most homeowners were not comfortable having hundreds of strangers in their properties.

Similarly we will not be able to have thousands of people down on Holiday Alley.

But we will still REACH thousands of people with our new drive-through, drive-up, drive-by plan and through the magic of technology. **The following plan is based on conversations with the local public health officer.**

**THE WEEKEND: Friday Dec 4 – Saturday Dec 5**

**Friday Event** - Holiday Alley in partnership with the Selkirk Biz will be bringing area residents a “Drive-by Santa Parade”. Families and friends stay in their “car cohort” and drive past floats that are stationary. The current plan is that the floats marshal from Manitoba and Eveline along Eveline and into the Selkirk Park and remain stationary. While the Selkirk Biz manages the floats, the Holiday Alley team will be responsible for broadcasting the event LIVE for up one to two hours. We’ll have “live” hosts – people from our community - on the street reporting the activities, interviewing community leaders, talking with participants (all from a distance of course).



We'll be inviting Winnipeg TV networks to come to downtown Selkirk and bring their 6 p.m. news casts live from our community showing how we do events in a COVID safe way.

People will be able to join safely in four ways –

- In their cars
- On a Selkirk Transit bus / school bus (to be planned)
- Watching from home
- Listening from a designated FM station

People in line **may** be able to see the activities from a large TV screen on the route that will help pass the time if there is a line up.

On the block from Manitoba to Main we'll be inviting local groups, clubs and businesses to be on the curb in tiny cohorts waving, welcoming and cheering.

When it's over the event will be available as a **digital asset** – on YouTube and Facebook for anyone to follow up and watch later – for years to come.

**Santa Family Photos** – Typically 300-400 families get their photo taken with Santa in front of the Gary Theatre and get it projected 30 feet into the air. We want to continue this tradition with a drive up Santa photo where families stay in their car and Santa is sitting /standing outside on the curb.

## #2 Saturday Event –

### **Soup Cook-Off –**

Inclusion Selkirk that leads the Soup Cook-Off is devising a “Soup Dinner in a Box” as a take away competition.

**Entertainment:** Holiday Alley will deliver a LIVE virtual concert of local talent broadcasting from one of several locations on Holiday Alley (Roxi's, The Merchant, The Mighty Kiwi). Special effort will be made to engage culturally diverse and age diverse entertainment.

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**Craft Market** – we are looking at taking the craft market on-line.



**Pooch Parade** – with limited attendees is being considered to pre-recorded a few days earlier.

**Easel Wars** – that engages families at home to join the competition, is being considered by the Gwen Fox Gallery.

## **BUDGET**

Our mantra at Homes for the Holidays and Holiday Alley is “how does it make money?”

Below is a re-drafted Holiday Alley 2020 budget that shows the event breaking even. However it does not fully take into account corporate fundraising or draws or other fundraising activities that we are just working on now.

However for the **FIRST TIME** in Holiday Alley’s history we have a **Title Sponsor – IG Wealth Management**. They will contribute \$5,000 to our Homes for All fund at the Selkirk & District Community Foundation and provide Holiday Alley with \$5,000 cash towards our 2020 budget.

**This is huge!**

As well **Canadian Tire** has come on board as the **Light Up Eveline Homes** sponsor and is donating 50 - \$50 gift cards for the first 50 homeowners on Eveline who commit to adding extra lights to their property in the spirit of brightening up our community during COVID. That donation also includes \$2,000 cash for Holiday Alley’s budget for a total \$4,500 donation. **Amazing!**

## **How else can Holiday Alley make money to support RRNT and next year’s events?**

### **THE ROLES**

**Holiday Alley** - will direct, produce, manage, create, post the creation of the digital assets – a live broadcast and a “forever” record found in the digital world of Facebook/YouTube and on Holiday Alley’s website.

As well Holiday Alley will manage the communications, marketing and branding of both the Friday and Saturday night events.

Holiday Alley will welcome and help direct other organizations that want to bring COVID safe ideas to the table. Every idea must be focused on our mandate of – to celebrate “art, light, sound, creativity and culture.”

**The Selkirk Biz** - will plan the parade and engage local businesses and community organizations. In the past they engage anywhere from 40 to 70 businesses to be in the parade.



**The City of Selkirk** – will provide the park and street preparation for trafficking and safety.

**Red River North Tourism:** Get in the fun and adopt an activity or volunteer for a few hours on the street (and get a free HA mask, made possible by a Selkirk & District Community Foundation grant.)

Holiday Alley's profits will be in the Red River North bank account by March 2021.

This is the premier tourism event this year. If there was ever a time to make money on one of your events this is the window. Here are some ideas.

**Instant Wine Cellar:** We are looking for a person to lead the Instant Wine Cellar fundraiser.

**Corporate Sponsors:** While some business have lost money, many of them made more money than ever. Who do you know that we can call to ask to sponsor Holiday Alley 2020 because they understand that more than ever this community needs to celebrate – safely.

**Tree Team:** We have 30 artificial Christmas trees in storage. We are looking for a team to take them and put them in the 16 planters that the City of Selkirk has lined up on Manitoba Ave. East. Got a decorating streak? Here's your window to have fun.

**Sign Wavers:** Join us on Friday Night and help cheer our drive-through guests waving holiday good - wishes signs.

